

What is claimed is:

1 1. An integrated online sales system which comprises, in combination,
2 a web database server connected to the Internet for storing product, customer and sales
3 transaction data, and
4 means for installing and managing the integrated operation of a cooperating set of
5 separate application program modules comprising:

6 a storefront application which executes on said web database server,
7 a content management application for creating and updating product data stored on said
8 database server,

9 a recommendation system for analyzing said customer and sales transaction data for
10 predicting the preferences of individual customers and making specific real-time
11 recommendations during a shopping session,

12 an advertising management application for selectively presenting advertising to each
13 customers during a shopping session, and

14 a reporting system for analyzing said sales transaction data to generate reports.

15 2. An integrated online sales system as set forth in claim 1 wherein said means for
16 installing and managing the integrated operation of said application program modules includes
17 pre-written operating system scripts for rapidly deploying said sales system onto one or more
18 target computers by automatically issuing prompts and accepting data values during the course of
19 the installation of said application program modules to modify said integrated system in
20 accordance with the needs of an individual installation.

21 3. An integrated online sales system as set forth in claim 2 wherein said means for
22 installing comprises a set of template configuration files and wherein said scripts when executed
23 issue prompts and accept data for modifying the content of said template configuration files in
24 accordance with the needs of an individual installation.

1 4. An integrated online sales system as set forth in claim 1 wherein said means for
2 installing and managing the integrated operation of said application program modules includes an
3 administration system that provides a Web interface for permitting authorized users to perform
4 centralized system administration functions.

1 5. The integrated online sales system as set forth in claim 4 wherein said administration
2 system performs a password protected log-in procedure to permit only authorized persons to
3 perform administration functions.

1 6. A method for rapidly deploying an integrated online sales system for performing online
2 sales transactions which comprises, in combination, the steps of:

3 providing a web database server connected to the Internet for storing product, customer
4 and sales transaction data in database tables, and

5 providing an integrated set of one or more pre-written operating system installation
6 scripts to perform the steps of:

7 installing a storefront application for execution on said web database server,

8 installing a content management application for creating and updating product data stored
9 in said database tables,

10 installing a profiling application for accumulating customer profile data describing the
11 activity of individual customers during shopping sessions,

12 installing a recommendation application for analyzing said customer profile data and said
13 sales transaction data to predicting the preferences of individual customers and for making
14 specific real-time recommendation to customers during a shopping session,

15 installing an advertising management application for selectively presenting advertising to
16 each customers during a shopping session, and

17 installing a reporting application for analyzing said sales transaction data to generate
18 reports.

1 7. The method as set forth in claim 6 wherein said pre-written operating system scripts

2 automatically perform the steps of issuing prompts and accepting data values during the course of
3 the installation of said application program modules to modify the operation of applications in
4 accordance with the needs of an individual installation.

1 8. The method as set forth in claim 7 wherein each of said applications accesses a
2 configuration file and wherein the steps of issuing prompts and accepting data modify the content
3 of each of said configuration files in accordance with the needs of an individual installation.

1 9. The method as set forth in claim 7 further comprising the steps of installing an
2 administration application and employing said administration application to present a centralized
3 menu system to an authorized user for performing centralized system administration functions.

1 10. The method as set forth in claim 9 wherein said administration system performs a
2 password protected log-in procedure to permit only authorized persons to perform said
3 centralized administration functions using said centralized menu system.